



Press Release

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Subex Azure Launches Data Integrity Management Practice, Enabling Lower-Risk Transformational Initiatives for Service Providers

BANGALORE, India: Subex Azure Ltd, a leading global provider of Operations Support Systems (OSS) solutions for telecom operators, today announced the global launch of its Data Integrity Management (DIM) Practice. The new DIM Practice offerings combine best-practice consulting services with the industry's leading data integrity product, Syndesis TrueSource. The offerings enable communications service providers to achieve lower-risk operations transformations, adopt lean operating principles, derive more value from BSS/OSS resources, prevent revenue leakage, and improve fulfillment, assurance and billing performance.

Data integrity management refers to the management of the accuracy, quality and consistency of data that drives operational processes in service providers. Inaccurate data is the leading cause of service provisioning errors, revenue leakage, extended service outages and poor process automation. Subex Azure pioneered the product space to address these problems and today is the worldwide leader in DIM deployments. The TrueSource solution is part of the industry's most significant operational transformations in Tier 1, 2 and 3 service providers. The solution has been selected to ensure the accurate inventory tracking of more than \$25 billion in network assets across the globe.

Building on knowledge garnered over six years of successful data integrity projects Subex Azure is now introducing DIM Practice offerings – consulting services which share insights and best practices for data integrity problem diagnosis, correction and prevention. Subex Azure has found that data integrity management is a cornerstone of all successful OSS transformations and lean operations. Further, DIM is a foundation for establishing a Revenue Operations Center (ROC), an integrated

framework for monitoring and managing the impact of service provider operations on profit.

“Every day it becomes more evident that accurate data and good data integrity practices are absolutely vital to service providers grappling with increasingly complex sets of network and service delivery requirements,” said Mark Nicholson, Chief Technology Officer, Subex Azure. “Service providers need and want to have clean data that ensures the success of high-value OSS processes – from service activation and assurance all the way through to billing. Subex Azure’s vision for the integrated ROC hinges on data integrity management and this blended offering strengthens our commitment and passion to deliver on that promise.”

Through the DIM Practice, Subex Azure experts will work directly with system integrators and internal IT staffs to incorporate data integrity management best practices into broader process-engineering and operations transformation projects. The offerings include:

Data Integrity Process Analysis: assessing current data integrity processes and identifying problem areas

Data Integrity Diagnosis: determining data quality levels and tracing the impacts of data integrity problems on fulfillment, assurance and billing

Data Integrity Deployment Planning: formulating comprehensive data integrity strategies and processes to institutionalize data integrity management for long-term business benefits

Data Integrity Results Assessment: measuring the results of data integrity management projects and implementing continuous improvement strategies

“Data integrity management and the functions of discovery and reconciliation are gaining increased acceptance in the industry as service providers transform operations and infrastructure and adopt new business models,” said Larry Goldman, co-founder and senior analyst for industry-analyst firm OSS Observer. “Subex Azure brings important experience and expertise to help operators adopt data integrity processes in their environments.”

Data integrity issues will be the focus of a webinar presented by Subex Azure in conjunction with the TeleManagement Forum and a leading service provider on Dec. 6, 2007. For more information, visit:

<http://www.tmforum.org/browse.aspx?catID=2704&linkID=33953>

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About Subex Azure Ltd.

Subex Azure is a leading global provider of Operations Support Systems (OSS) solutions with a mission to empower telecom operators to achieve competitive advantage and deliver new service experiences to subscribers. The company pioneered the strategic concept of the Revenue Operations Center (ROC) – a centralized and integrated infrastructure for end-to-end monitoring, measurement and control of the operator's revenue chain - to foster operational dexterity and hence sustained profitability.

Subex Azure's software portfolio powers the ROC and its best-in-class solutions enable new service creation, subscriber-centric fulfillment, provisioning automation, revenue assurance & cost management, data integrity management, fraud management and interconnect/interparty settlement.

Subex Azure's customers include 32 of the world's 50 largest telecom operators by revenue. The company has more than 150 installations in over 60 countries. Subex Azure was named in the prestigious Deloitte Technology Fast 500 Asia Pacific 2006 list of companies, underlining the company's growth and leadership status.

For more information please visit www.subexazure.com

Forward Looking and Cautionary Statements

Certain statements in this release concerning Subex Azure's products, strategy and future growth prospects are forward -looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward -looking statements. The risks and uncertainties relating to these statements include, but are not limited to, market acceptance of Subex Azure's products and services, Subex Azure's ability to implement its growth strategy, competition in Subex Azure's areas of business and general economic conditions affecting the telecom industry.

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